

Organization & Contact

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\* Required before final submission

Helpful Tips

- Limit your use of bullets and other formatting.
- Copy and paste as needed.
- Log into your account at [https://www.GrantRequest.com/SID\\_5841?SA=AM](https://www.GrantRequest.com/SID_5841?SA=AM) to access saved & submitted applications (bookmark this page).
- Add mail@grantapplication.com to your safe senders list to ensure you receive all system communications.

Need Help? Contact the Charitable Giving office at 205-257-2508.

Organization Information

\* Organization Name

\* Tax ID

\* Tax Status

<Select One>

\* Mailing Street Address

\* City

\* County

<Select One>

\* State

<Select One>

\* Zip Code

If the billing address is different than above, please enter it here:

Include Street Address, City, State, Zip Code

Organization Contact Information

\* Prefix

<Select One>

\* First Name

\* Last Name

\* Title

\* Primary Phone

\* E-mail

Request Contact Information

Who can we contact with questions about this grant application?

Same as Organization Contact

If selected, fields in this section will auto-fill

\* Prefix

<Select One>

\* First Name

\* Last Name

\* Title

\* Primary Phone

\* E-mail

Additional Questions

Which social media site does your organization post on most often?

Facebook

Facebook Handle

Instagram

Instagram Handle

LinkedIn

LinkedIn Handle

Twitter

Twitter Handle

Snapchat

Snapchat Handle

Which social media site used most?

Please answer the following questions if your tax status is "Governmental Entity":

If a Government Entity, what is you city/town's current population?

If a Government Entity, is your town population growing, stagnant, or declining?

<None>

If a Government Entity, how many departments are a part of your city government?

Save & Finish Later

Next



**Project/Program Details**

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**Project / Program Financial Information**

\* If awarded, what will the funds specifically be utilized for?

\* Grant Summary

\* Total Project Cost

\* Amount Requested

\* Number of other project contributors

Enter a numerical value (1-10+). Enter 0 if none.

\* Other Contributors

List all support by local community leaders and volunteers. This should include any cash contributions and in-kind services associated with this project. Remember to include participant/volunteer support in both the planting and maintenance of the trees in your response. Enter N/A if none.

\* How will this project be financially sustained?

Example: Will your project require supplies or maintenance in the future? What is your plan for long-term financial support for future needs?

\* Projected Start Date

\* Projected Completion Date

**Additional Project Details**

\* Describe Project's Progress Evaluation

If approved, we will ask for mid-term and end-of-term project report from your organization. Please describe how the project's progress would best be measured and evaluated.

\* Why do you believe we should fund this project?

Sign Information

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Please answer the questions below if this grant will be used for a new sign. If not, and the grant will be used for marketing materials or website development or assistance instead, please move forward to the next tab.

Site Address

Please include road names/intersections

Sign Description

Property Owner

Has the owner provided or will they provide written rights to install the sign on their property?

Is the municipality willing to waive city permit and license costs?

Signage Waiver

Does a sign currently exist?

How old is the previous sign?

Enter a numerical value. Enter 0 if none or not applicable.

Will the design be improved?

Please select.

How many signs will be built?

What is the material of the sign?

Will the sign have lighting at night?

Please select.

Road / Walking Trail / Both

Will the sign be located next to a road, walking trail, or both?

If road: How many people drive the road where the sign is located each day?

Enter a numerical value. Enter 0 if none or not applicable.

If walking trail: How many people walk the trail each day?

Enter a numerical value. Enter 0 if none or not applicable.

Neighborhood / Building / Town / Park

Is the sign announcing a neighborhood, building, town, and/or park?

What is the size of the neighborhood?

Enter a numerical value. Enter 0 if none or not applicable.

How many houses are in the neighborhood?

Enter a numerical value. Enter 0 if none or not applicable.

How many existing neighborhood signs are there?

Enter a numerical value. Enter 0 if none or not applicable.

How large is the building in square feet?

Enter a numerical value. Enter 0 if none or not applicable.

How many people occupy the building on a daily basis?

Enter a numerical value. Enter 0 if none or not applicable.

Estimated annual number of tourists to the town?

Enter a numerical value. Enter 0 if none or not applicable.

What is the estimated increase in tourism?

Enter a numerical value. Enter 0 if none or not applicable.

How large is the park in acres?

Enter a numerical value. Enter 0 if none or not applicable.

How many activities/events occur in the park?

Enter a numerical value. Enter 0 if none or not applicable.

How many people visit the park daily?

Enter a numerical value. Enter 0 if none or not applicable.



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Project/Program Details

Sign Information

Marketing Materials

Website Development/Assistance

Attachments

Review My Application

### Marketing Materials

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**Please answer the questions below if this grant will be used for marketing or promotional materials. If not, and the grant will be used for website development or assistance instead, please move forward to the next tab.**

**What type of promotional or marketing materials are needed?**

Examples: logo, video, brochures, online or print advertisement, flyers, t-shirts, etc.

**Will the materials be used for the general promotion of your city/town?**

If YES, please select the checkbox.

**Will the promotional materials be used to raise awareness of a specific initiative or event?**

If YES, please select the checkbox.

**What is the name and purpose of the event or initiative where the marketing materials will be used?**

**How many people are estimated to participate in or attend the event?**

Enter a numerical value. Enter 0 if none or not applicable.

**Who will the promotional materials be provided to and how they will be distributed?**

**What are the estimated costs of the promotional/marketing materials?**

Enter a numerical value.

**If awarded, what will the funds specifically be utilized for?**

For example: Will this grant be used to create the design, to cover printing costs or materials, or something else?

**Do you have a set vendor?**

If YES, please provide the vendor contact info.

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**Website Development/Assistance**

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Please answer the questions below if this grant will be used for website development or assistance. If not, and the grant will be used for a new sign or for marketing or promotional materials instead, please move back to the corresponding tab.

**Does your city or town currently have a website?**

If YES, please select the checkbox.

**Please provide the URL to your website.**

**Who provides website maintenance?**

**If awarded, what will the funds specifically be utilized for?**

For Example: Do you need assistance with website hosting, maintenance to your current website, a website redesign, or something else?

**If website development is needed, do you have the resources available to maintain the site once it is live?**

If YES, please select the checkbox.

**How is your website currently utilized, or how do you intend for it to be utilized?**

**How is your website currently promoted, or how do you intend for it to be promoted?**

**Who provides hosting for your site?**

**How long have you had a website?**

Please provide the number of years your current website has been live. Your best estimate is fine. Enter 0 if none or not applicable.

**Do you have a set website vendor?**

If yes, please provide the name of the vendor and their contact information.

**Website Traffic Information**

Tell us about your average monthly traffic.

**Number of Sessions**

Example: 1,234

**Number of Users**

Example: 1,234

**Pages / Session**

Example: 1.23

**Bounce Rate**

Example: 12.34%

**Average Time on Site**

Example: 12:34:56

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## Attachments

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### Attachments

#### Upload Instructions

1. Click Browse
2. Select File
3. Click Upload

Note: Attachments can be MSWord (.doc, .docx), MSEXcel (.xls, .xlsx), and Adobe Acrobat (.pdf).

#### \* **Project Budget**

Project budget with an evaluation plan with specific criteria for judging the effectiveness

No file chosen

#### **Related Bids**

If available, please provide a copy of any bids you have received related to the budget

No file chosen

#### **Other Supporting Documentation**

If available, please provide additional documentation that is relevant to the project, such as site photos or a drawing/sketch/photo example of signage or marketing materials. Do not provide technical drawings such as AutoCAD files. They will not be accepted.

No file chosen